

The Story of Shaler Vulcanizers

An Example of One of the Two Typical Ways in Which American Industries Are Born—The Shaler Vulcanizer Company, Like Topsy, "Jest Grewed"—Mr. Shaler Made a Better "Mouse-Trap" Than His Neighbor and People and Circumstances Persuaded Him to Go Into the Manufacturing Business on a Big Scale—The Present Campaign Is Mainly in Magazines

By ROBERT B. DUNLAP

Sales Manager, C. A. Shaler Company, Waupun, Wis.

THE story of Shaler Vulcanizers is a story of merchandising through advertising service.

Clarence A. Shaler, the second man in the State of Wisconsin to own an automobile, made the first Shaler Vulcanizer in the fall of 1905. He did not make it on account of its sales possibilities. He made it because he had become disgusted with the service he was getting from the tires on his car.

Before he started work on this vulcanizer he tried every device then on the market for the alleviation of tire trouble but was obliged to discard them all as worse than unsatisfactory.

He then set his own fertile and highly inventive mind to work on the problem and after months of study and experimenting, produced the first Shaler Vulcanizer. Crude as the device was at that time, it made perfect tire repairs.

Both Mr. Shaler and all his motoring friends who tried the machine found that by keeping the cuts in the casings of their tires vulcanized, sand, dirt and water were prevented from getting to the fabric and rotting it. Ninety per cent of their blowouts were done away with.

When they did pick up a nail or run over a piece of glass, the inner-tube was quickly and permanently repaired at no greater cost than that of the application of an undesirable cement patch.

Encouraged to Manufacture

So many of Mr. Shaler's friends spread the news that he soon received requests from motorists in surrounding communities for an outfit similar to the one he was using.

So he organized the first "factory" in his fifteen by twenty-five foot shop and did all the work himself,



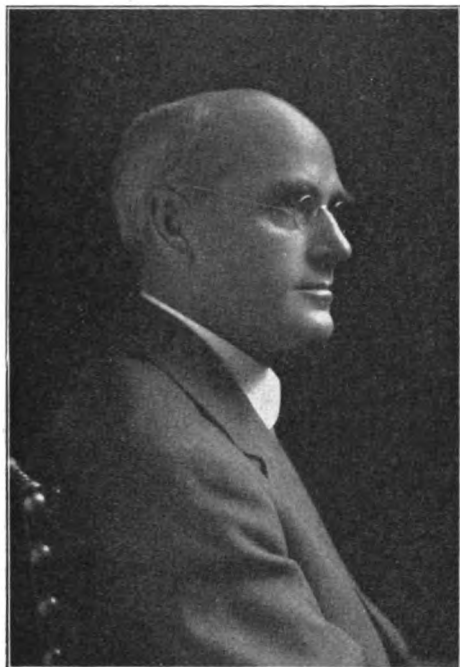
ROBERT B. DUNLAP.

He sent the author of this article to surrounding cities and towns to ascertain how large a percentage of the automobile owners and garages would be interested in an economical and sure method of tire repairing.

The result was that inside of two months a portion of a local factory—this time a real factory—was rented and a company formed to carry on the manufacture and sale of the vulcanizers.

In the eight years since then, as the motoring

world well knows, the growth has been phenomenal. Today the C. A. Shaler Co. is one of the leading specialty manufacturers of Wisconsin and occupies the large modern plant shown in the



CLARENCE A. SHALER, PRESIDENT OF THE COMPANY
AND INVENTOR OF THE SHALER VULCANIZER

illustration. Thousands of vulcanizers are turned out weekly. Every type of auto-tire vulcanizer is manufactured, from a \$3.50 outfit to be carried in a motorist's tool-box, up to a complete equipment for a public garage. They are in use in every country where motor-cars are operated.

its customers, it invests thousands of dollars annually in advertising to the ultimate consumer, to create business for the auto supply houses handling the vulcanizers.

The first advertisement is shown here. It appeared in *Horseless Age* during the summer of 1906. The cost was 80c.

Today the list of publications used by the Shaler company includes all the prominent automobile journals and such mediums of general circulation as *The Saturday Evening Post*, *Collier's Weekly*, *The Literary Digest*, *Popular Electricity*, *Popular Mechanics*, etc., as well as metropolitan dailies and numerous foreign publications.

It is a long jump from 80c space in 1906 to full pages in *The Saturday Evening Post* in 1914 at \$4,500 a page.

Offer of Booklets

The majority of the Shaler advertisements contain an offer of a booklet; one entitled, "Care and Repair of Tires" for the car owner and another, "Common Sense About Tire Repairs" for the garage man. These are really very valuable handbooks. The information contained in them is so complete and exact that they have been quoted as tire authority in both American and foreign auto-journals.

They are furnished free; the only stipulation being that the interested party advise from what firm he is in the habit of purchasing his auto supplies. The name of the interested party is then immediately forwarded to the dealer, as sales to the ultimate consumer are not wanted.

In addition to creating a demand for the vulcanizers for their customers by advertising, the Shaler company maintains a Service Department, the sole duty of which is to assist the customers in every possible manner in the resale of the vulcanizers.

SUMMER is coming, and with it the heat that will take off your patches. Buy a Shaler Electric Vulcanizer and make your tires good as new. Attaches to any electric light socket. Will vulcanize at one set patch six inches long. Price, \$15. C. A. Shaler, Waupun, Wis

THE ORIGINAL SHALER VULCANIZER ADVERTISEMENT. IT APPEARED IN THE HORSELESS AGE DURING THE SUMMER OF 1906 AND COST 80 CENTS

Keynote of Success

The keynote of the merchandising success has been one policy strictly adhered to—"Sell for our customers; not to them."

In other words, while the C. A. Shaler Co. employs but one traveling representative to call on

This Service Department, for instance, conducts a Correspondence Course in Automobile Accessory Salesmanship which is free to the employee of any customer. The lessons in this course are applicable to the resale of any trade-marked auto accessory.

Stimulating Sales

Through the Service Department Mr. Shaler makes a personal offer of a five dollar silk umbrella to the salesman of each customer. Every time a salesman sells two hundred dollars' worth

Most auto supply houses issue catalogs. The Shaler company not only furnishes the usual electrotypes for use in these books, but the Service Department, when desired, writes the copy and makes the layout which the customer can either

THE SATURDAY EVENING POST.

Every Car Owner Should Read

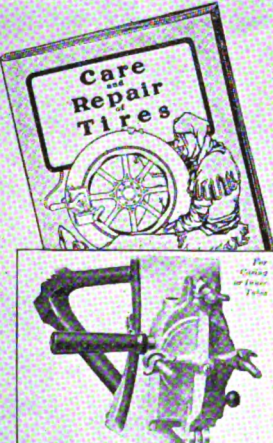
"Care and Repair of Tires"

We Send It FREE!

It's a book every motorist will value highly because of the practical information it contains on tires, their care and repair.

Understand this book is not merely an advertisement for Shaler Vulcanizers. It tells the proper inflation you should maintain in your tires according to weight, load and seasons. It describes fully how to protect the tires while car is idle in the garage—how to care for them in winter—how to avoid substances that rot the rubber and fabric. It gives splendid hints on the spare tire and its care—how to carry extra tubes. Sensible information on the tire sleeve, the blow-out patch—on repair plasters and plugs and emergency or temporary repairs. It explains fully how easy it is to vulcanize and make your own repairs. This book has made such a big hit in Automobile Circles because of its accurate and reliable information that the leading American and Foreign Automobile Publications quote it as an authority.

We will gladly send it *free* to any motorist. No obligation—just use the coupon.



SHALER Vulcanizers

The Only Vulcanizers With Automatic Heat Control
Prevent Blow-Outs—Save Your Tires—Save Repair Bills

They enable anyone who can drive a car to repair permanently any blow-out, puncture, tip, tear or hole in either the casing or inner tube—anywhere in a few minutes.

The Shaler, because of its scientific principle of construction, gives a thorough vulcanization and leaves the repaired spot the strongest part of the tire.

It is an impossibility to overstate or understate the tire because of the automatic heat control—on exclusive Shaler heaters. No need to watch it at all. It works automatically. Just clamp the vulcanizer to the tire and the repair is completed in a few minutes.

Shaler Vulcanizers are the standard and are used in the best garages and repair shops everywhere. The Shaler is the only complete line for either the private owner, car garage, or the public garage of a major hundred cars. We are the

world's largest makers of vulcanizers and started this business at the advent of the pneumatic tire. We make vulcanizers of every type—Electric (heats from every lighting current), Gasoline, Alcohol and Steam. For every need and purpose, from the Shaler Vul-Kit at \$1.50 and Model D at \$12.50 (for the home garage) to a complete Garage Equipment.

For a Shaler Vulcanizer to save garage and watch your tire expense go down. It's the little holes, cuts and cracks that your car finally let go that grow bigger and bigger and in four days the tire forever—which if you had vulcanized in time while the cost was still small, the repair would easily enable the tire to give trouble the mileage.

The secret of saving money mileage is having the tires in good condition—not waiting until they are too far gone. Make a Shaler Vulcanizer part of your regular repair outfit. It will pay for itself many times over in one season.

\$3.50

Shaler Safety Vul-Kit

The motorist's indispensable outfit can be carried in the tool box for emergency repairs to tires and casings. It weighs only pounds and won't cause you to go heavy and unnecessarily in the most elaborate outfit. Absolutely safe. Boxes gasoline or alcohol—no exclusive Shaler heater. No wiring, no regulating, simply fill the cut or puncture with new rubber, clamp on the vulcanizer—fill and light the propane regulator. You can't overheat or underheat a repair. Handle always cool. Absolutely can use it. Furnished complete with repair material—everything for the full. Fully included. *Type G, Shaler Safety Vul-Kit, \$3.50.*

Garage or Dealer's Coupon

C. A. Shaler Co.
Fourth St., Waupun, Wis.

Send me your free book, "Care and Repair of Tires," and one of Shaler's Vulcanizers.

Name _____

Address _____

City _____ State _____

Do you sell automobiles? _____

How big a shop? _____

Shaler's Vulcanizers _____

Car Owners' Coupon

C. A. Shaler Co.
Fourth St., Waupun, Wis.

Send me your free book, "Care and Repair of Tires," and one of Shaler's Vulcanizers.

Name _____

Address _____

City _____ State _____

Do you sell automobiles? _____

How big a shop? _____

Shaler's Vulcanizers _____

You Need a SHALER Vulcanizer

Every essential drive—just as much as they need a spare tire. It's the most essential part of the repair outfit. It is necessary to keep tires in good condition just as important it is needed to keep the car in good running order.

Shaler Vulcanizers are sold by all good dealers everywhere. If your dealer does not handle tires, mention this to the coupon when you send for the book, and we will tell you where you can get one and receive a Shaler if you want it. Don't neglect to send for this valuable book—get the facts about tires.

Necessary in Every Garage and Repair Shop

Be it a big or small garage, you can make vulcanizing tires with Shaler's Vulcanizers. They are accurate and are the best vulcanizers. There are the only vulcanizers with the automatic heat control. They are the only vulcanizers with the automatic heat control. They are the only vulcanizers with the automatic heat control. They are the only vulcanizers with the automatic heat control.

C. A. SHALER CO., Fourth St., Waupun, Wis.

Chicago, St. Louis, New York, Philadelphia, Baltimore, Boston, Portland, Seattle, Tacoma, Vancouver.

PAGE ADVERTISEMENT WHICH RECENTLY APPEARED IN THE SATURDAY EVENING POST AND OTHER NATIONAL MEDIUMS.

of Shaler Vulcanizers he is entitled to one of the umbrellas absolutely without charge. This offer is explained in a booklet, "Hints for the Busy Salesman," which gives all the talking points applying to each type of vulcanizer. It is indexed in such a manner that at a moment's notice a salesman can answer any question that a prospective purchaser may ask.

have set up by his own printer, or which the Service Department will electotype for him. The Service Department goes even further than this, and in many instances, after making electrotypes of complete layouts, prints the pages and delivers them to the customers' doors. This is possible by the maintenance of a complete printing plant.

From the printing plant are also supplied signs,

window-cards, envelope stuffers, etc., and, in addition, a special "Ad Service" consisting of reprints of the current full page advertisements appearing in the magazines. These are mounted on cardboard easels for counter displays, thus giving each Shaler distributor an up-to-the-minute Shaler Sign each week.

Other Functions of Department

The Service Department also supplies coarse screen electros for the customers' local newspaper advertising and also writes the copy where the

If the sales of any distributor show a falling off, the Service Department immediately gets in touch with him through special correspondence and if not able to bring his sales back to normal in this way, some member of the department makes a call of personal investigation; not to sell goods to the distributor at all, for an order-book is not part of the equipment of the members of the Service Department, but to find out exactly where the hitch lies and overcome it if possible. The result is that but one account has been lost in eight years, and ninety-five per cent of the ac-



THE MODERN PLANT WHERE SHALER VULCANIZERS ARE MADE

distributors desire it. It is preferred, however, that a distributor write his own copy, thus preserving his personality in the advertisement. Stock electros of complete newspaper ads are supplied when a customer needs an ad in a hurry.

Distributors' salesmen are furnished with free samples, cast especially for them in aluminum so as not to add any great weight to their trunks. As it is impossible for the salesmen to carry samples of the larger types of vulcanizers, they are given leather-bound folders containing actual photographs and complete descriptions of these machines.

Each distributor is also supplied with a veneered oak display-stand on which to show regular working models of the various smaller types of vulcanizers.

A card index is kept of the activities of each distributor, showing just what portion of the assistance offered by the Service Department each one is making use of.

counts show an increase in their purchases every season.

Any manufacturer who is skeptical regarding the power of "judicious advertising" to market a specialty ought to find food for serious thought in the success that has been attained by Shaler Vulcanizers.

"What is the Truth? is the question to which all other questions should be postponed."—Whately.

Film on Salesmanship

The San Francisco Chronicle, on July 21st, engaged one of San Francisco's largest theaters for the purpose of presenting free a carefully prepared film illustrating good and bad retail salesmanship. Interest was so rife that hundreds had to be turned away from the doors after the theater was filled to its capacity.